

City of Riverside

Graphic Standards Manual



Rev. 5.18.06

Introduction

The City of Riverside is a dynamic city that is increasingly becoming a recognized destination of choice for residents, businesses, students, and visitors who are discovering its beauty, community amenities and affordable, high-quality lifestyle.

In order to promote an organization such as a City, it is essential that the organization have a unique, identifiable logo. A well-designed logo makes a statement about the organization, and should be a reminder to the recipient of specific messages that have been expressed along with the logo. Since the City of Riverside did not have a single logo it was diluting its efforts to create a single, unique and recognizable image.

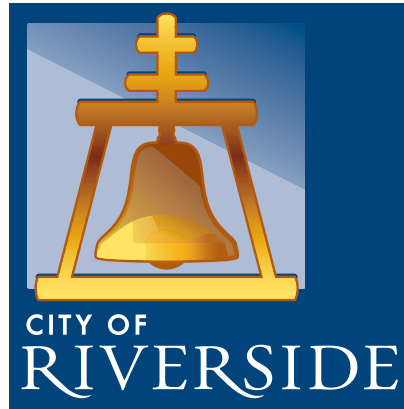
The City of Riverside has an official symbol, the Raincross. It was adopted in 1968 as the official City symbol. The Raincross is used extensively throughout Riverside in its architecture, and is on the City's flag. The symbol also has a presence seen throughout the city in street light designs, printed materials, jewelry, and freeway beautification projects.

It became clear to the City Council that the City must create a "look and feel" or "brand" that not only compliments the City's rich past, but also promotes the image of its bright future. The new logo design resulted from an inclusive approach that incorporated views in design from a series of public identity meetings where opinions were received from Community residents, universities and businesses. In addition, a city marketing group made up of City Leaders, Community Stakeholders, Marketing professionals, and City officials also contributed information.

Each department within the City is responsible for ensuring that the Official City Logo is used appropriately to establish a consistent impression. This manual is provided as a guide and reference for departments, suppliers, and affiliated agencies so that they may understand the correct usage of the logo for their official communications.

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The Logo



The Raincross, symbol of the City of Riverside, was first conceived by Frank Augustus Miller, founder of the City's National Historic Landmark hotel, the Mission Inn. In 1906 Miller patented the Raincross as the house mark for his hotel, using drawings executed by Los Angeles architect Arthur Burnett Benton (who, among others, designed Riverside's Municipal Auditorium, First Church of Christ Scientist, and the Mission and Cloister wings of the Mission Inn).

Miller's design was inspired by California's early Mission period. The shape of the bell frame was borrowed from a similar frame in the campanario at Mission San Gabriel. While reminiscent of the double-armed cross that is a familiar Christian symbol, the top of the Raincross was described by Miller in publicity materials for the hotel as a Southwest Native American symbol for a rain god, seen by Miller himself while visiting the area. Today, both Native Americans and anthropologists are unable to ascribe any Native American meaning to the symbol, but whatever its origins, Miller allowed the City of Riverside free use of the Raincross design soon after it was patented. In October 1906, the City placed the first Raincross streetlights on Seventh (now Mission Inn Avenue), Eighth (now University Avenue), and Ninth streets. The Raincross remains the house mark for the Mission Inn and the symbol of the City.

Today the Raincross is found everywhere within our community from railways overcrossings and freeway retaining walls to door latches and stained glass windows in homes, and is truly unique to the community. The logo also embodies the adopted official colors of the City of Riverside— gold and blue.

The logo is the key item in the City's identity program. Its colors, sizes, and reproduction are governed by this guide. The City of Riverside is able to provide digital graphic files of the logo to any employees or licensed vendors for use on sanctioned publications or products of the City or products (see section on file formats).

Old Logos



Since its incorporation in 1883 The City of Riverside has never adopted an official City logo. Through the years the City has used a number of logo designs with variations on each. Many departments have also created department logos that reflect their unique contribution in City services. Some of the informal studies conducted by the Committee choosing the new logo indicated that people confuse the City with the County of Riverside. It was determined that could have a stronger and more dramatic presence in the Southern California market if a uniform logo or theme were developed that could be utilized by the City and all each of the departments, as well as other organizations throughout the city that engage in marketing Riverside.

On January 18, 2005 The City Council voted to create an official logo that would be used throughout the city to bring a uniform appearance to the City and its communications. As of September 30, 2005 this Official City logo will replace all other version of the City logo that have been used to this point. All departments with the exception of Fire, Police, City Attorney, and Public Utilities, will use the Official City logo for their correspondence, forms, literature, and promotional items replacing any individual department logo that may have been used in the past.

NOTE: The logos shown are a sample of some of the many other logos that have been used throughout the City over the years. The use of these logos and department specific logos will be discontinued with the exception of The City Attorney, Public Utilities, Police, and Fire. These departments will use their department identifying logo in concert with the City's Official logo.

Color Management

Black & White

One Color
Pantone 295

cmyk	rgb
100	41
94	23
0	107
29	

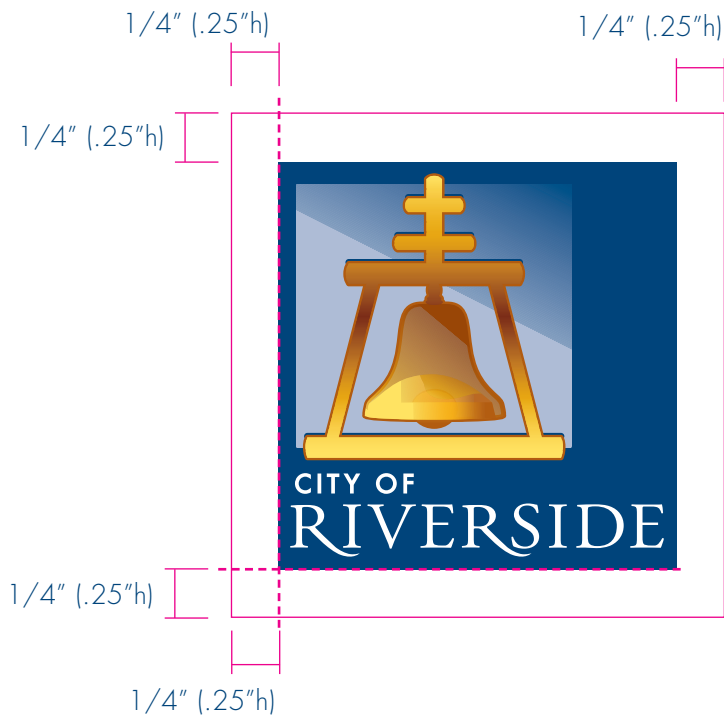
Full Color
(cmyk and rgb
file formats provided)

Consistent use of color is an important part of logo use. The Riverside logo is either black (only when color reproduction is not available, such as newspaper reproduction, black and white copying, faxes, or one color publications in black), one color (Pantone 295), or full color (CMYK or RGB). The logo may be reversed, white on a black or colored background (see reproduction on colored backgrounds) and file formats are provided for this purpose. Versions of the logo are also provided for reproduction methods where no screens or tints of colors are allowed.

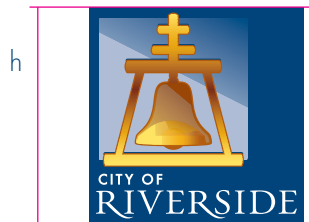
The full color version of the logo is the preferred use of Riverside's identity. The full color logo is for use in desktop publications which are reproduced by imaging to inkjet or color printers, for full color offset printing, and on specialty products and signs where full color imaging is possible.

Note: Consistency is the watchword for logo colors. Do not change or substitute other colors. Also, be aware that computer screens, various printing processes, and output devices have varying settings that may prevent the logo from appearing or being printed in its true colors. For that reason we have specified Pantone Matching System (PMS) color numbers for color reference as well as RGB and CMYK color mixes for logo use. Use the RGB and CMYK values used in this guide, do not rely on automatic conversion protocols provided in graphic software.

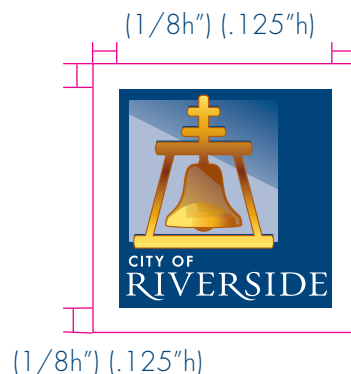
Sizing Options



Do not use below 63-pixels
width (logo) in Web use



Do not use below 0.5"
wide in print



The logo is designed to be used at a variety of sizes. When using the desktop file formats provided by the City, you may notice a deterioration in the image pixels when making more than a 15% increase. Use the expert user formats derived from Illustrator (.ai, .eps) when you require a larger size. Make sure that decreases or increases in size are made both vertically and horizontally so that the logo does not become distorted.

The smallest size for the logo is .5 inches. For on screen uses the logo should be at least 63 pixels wide. Do not use the logo below this size.

Leave at least $1/8"$ area around logos scaled between $1"$ and $2"$. Leave at least $1/4"$ area around logos scaled between $2"$ and $3"$. Any logos placed larger than $3"$ must have at least a $1/2"$ area clearing it of any text, images or photographs. A logo used larger than $5"$ in a document must be cleared with the Communications Officer or Graphic Designer in the City Managers Office. If you have any questions regarding the standards for the City's new logo contact the following:

Ennette Nusbaum,	— ext: 5997
Communications Officer	
Veronica Lucas	— ext: 2105
Senior Graphic Designer	
Charva Ingram,	— ext: 2434
Marketing Manager/Development	
MJ Abraham,	— ext: 5626
Marketing Communications Manager/Utilities	

Typefaces



Futura Medium

Adobe Garamond
(modified)

The typeface used for the words “CITY OF” is Futura Medium, a classic sans serif typeface. It is all upper case. The word “RIVERSIDE” is a modified version of Adobe Garamond. The typefaces used in the logo must not be changed or moved.

When producing documents or products for the City, the use of both Futura and Garamond and their extended families of bold and italic are encouraged. While the versions of Futura and Garamond available through word processing and accounting software may vary slightly, they are still preferred to other typefaces.

On occasion, one time publications, such as those for special events and specific marketing campaigns, may require the use of other typefaces to be more effective.

Futura Font Family

Futura Light
Futura Light Oblique

Futura Book
Futura Book Oblique

Futura Medium

Futura Heavy
Futura Heavy Oblique

Futura Bold
Futura Bold Oblique

Adobe Garamond Font Family

Adobe Garamond Italic





Adobe Garamond Semibold
Adobe Garamond Semibold Italic

Adobe Garamond Bold






Use of Color and Color Palettes

reverses, palette color background use

































logo palette colors

PMS 295		PMS 123		PMS 131		PMS 1685	
							
cmyk	rgb	cmyk	rgb	cmyk	rgb	cmyk	rgb
100	7	0	255	0	220	0	143
57	42	24	194	32	159	68	46
0	94	94	17	100	44	100	0
40		0		9		44	









































secondary palette—full intensity colors

PMS 152		PMS 200		PMS 295		PMS 349		PMS 431	
									
cmyk	rgb	cmyk	rgb	cmyk	rgb	cmyk	rgb	cmyk	rgb
0	252	0	219	96	24	100	24	11	99
51	144	100	0	69	51	0	80	1	106
100	0	63	41	0	148	91	39	0	115
1		12		0		42		64	

tints for softer colors—logo palette colors

PMS 295								
	10%	20%	30%	40%	50%	60%	70%	80%
PMS 123								
	10%	20%	30%	40%	50%	60%	70%	80%
PMS 131								
	10%	20%	30%	40%	50%	60%	70%	80%
PMS 1685								
	10%	20%	30%	40%	50%	60%	70%	80%

tints for softer colors—secondary palette colors

PMS 152								
	10%	20%	30%	40%	50%	60%	70%	80%
PMS 200								
	10%	20%	30%	40%	50%	60%	70%	80%
PMS 295								
	10%	20%	30%	40%	50%	60%	70%	80%
PMS 349								
	10%	20%	30%	40%	50%	60%	70%	80%
PMS 431								
	10%	20%	30%	40%	50%	60%	70%	80%

Riverside's official colors are gold and blue. The Riverside logo interprets these colors as Pantone Matching System (PMS) 295 and a variety of "gold" tones applied to the bell and the bell frame that include PMS 123, 131, and 1685. These colors are at the core of the City's color palette.

A wide range palette of colors that harmonize with the logo have been provided for use on City publications. The palette helps to reinforce the identity for the City of Riverside and to ensure that City publications from various entities will harmonize with each other and look as if they belong to a single organization.

Used singly or in combination, these colors can be applied to graphic elements on document covers, divider pages, brochures, promotional folders, displays, temporary signs, and other publications.

Logo Palette Colors

295 (Deep Blue)	123 (Deep Yellow)
131 (Gold Yellow)	1685 (Gold Brown)

Secondary Palette—full intensity colors

152 (Orange)	349 (Green)
200 (Red)	431 (Gray)
295 (Medium Blue)	

Tints for Softer Colors—logo palette colors

295 (Deep Blue)	10% to 80%
123 (Deep Yellow)	10% to 80%
131 (Gold Yellow)	10% to 80%
1685 (Gold Brown)	10% to 80%

Tints for Softer Colors—secondary palette colors

152 (Orange)	10% to 80%
200 (Red)	70% to 80%
295 (Medium Blue)	10% to 80%
349 (Green)	10% to 80%
431 (Gray)	10% to 80%

Correct/Incorrect Logo Applications

CORRECT



cmky or black riverside
logo on white

INCORRECT



cmky riverside logo
on black



cmky riverside logo on
50% PMS 295



cmky riverside logo on
60% PMS 431



reversed riverside logo
on 50% of PMS 349



reversed riverside logo
on 40% of PMS 123

When the logo is placed against any of the colors in the palette, it is important to maintain appropriate contrast. You may use the logo on top of light colors (PMS 123, PMS 152) at their full intensity. To place the logo on darker colors, a maximum intensity of 50% of the chosen color is recommended.

You may reverse the logo (logo is white on a colored background) out of any of the colors in the color palette at an intensity 50% or more.

Correct

- Riverside Logo in color or black on white
- Riverside logo in color on 50% intensity (or less) of colors available in the color palettes
- Riverside logo reversed out of 50% intensity (or more) of colors available in the color palettes

Incorrect

- Riverside logo in color against black
- Riverside logo in color on 60% intensity (or more) of colors available in the color palette
- Riverside logo reversed out of 40% intensity (or less) of colors available in the color palette

Use of Logo Against Same Color Backgrounds

CORRECT

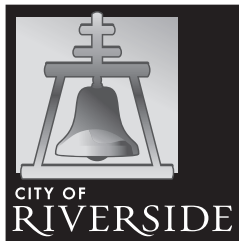


department name in box
below logo with white
space in between

INCORRECT



one color riverside logo
department name on logo



newspaper riverside
logo on white



newspaper riverside
logo on black



one color riverside logo
on 40% PMS 295



one color riverside logo
on 50% PMS 295



logo skewed to fit box or page



reversed riverside
logo on 50% black



reversed riverside
logo on 40% black



manipulation of the logos
square integrity

In newspaper ads, low budget printing, and creating originals for fax or photocopying, users may be restricted to the use of one color, black & white, or grayscale. In these conditions, using the logo as one color, or black and white against white is the preferred use because it provides maximum contrast. It is also acceptable to reverse the logo (white logo against dark background) out of one color or black.

Against grayscale backgrounds of 50% or more, reverse the logo. Against grayscale backgrounds less than 50% print the logo in black or one color.

Reproduction on newsprint is somewhat variable. There will be variations from page to page and day to day. Dark backgrounds often get as much as 20% darker and light backgrounds can be as much as 15% lighter. We have also provided file formats with increased contrast and lower resolution, both as positives and reverse for newspaper use (see file formats).

File Formats and Uses

The logo has been converted and saved to a variety of file formats. Both DOS (Windows compatible) and Macintosh versions have been provided. The Macintosh versions stored on the CD may not be viewed by PC machines. We strongly recommend that you read the suggested usages of each format since each format has different digital characteristics. The digital file format versions of the logo are:

bmp	(Windows Bitmap)—Low-resolution file format native to Windows Paint. It is most appropriately used as a screen saver, or “wallpaper” graphic element. It is not recommended for use in any printing application, including from the laser printer for in-house use.
doc	(Word Document)—This is a Word file saved with a copy of the logo on a plain page. It can be copied this way into another Word document, but is not editable.
eps	(Encapsulated Postscript)—A high-resolution file format that can be used only on computers and printers that use Postscript printing language, employed as a standard in the commercial graphic arts community. Requires a Postscript-capable laser printer. EPS files are commonly used for placing graphics in a page layout program like InDesign, QuarkXPress, and Publisher. An EPS cannot be changed except for resizing.
gif	(Graphics Interchange Format)—Commonly used for on-screen and Internet applications, such as the city web page. It is not recommended for printing at very small sizes, as the type will tend to print unclearly.
jpeg (jpg)	(Joint Photographic Experts Group)—File format that uses compression to save a photographic image at a less memory intensive size. Suitable for placing the logo into Word, Publisher, and other types of documents. This file format is also used to import images to Web pages.
pdf	(Portable Document Format)—File format suitable for web applications that uses Acrobat Reader to be viewed. Can be placed in Photoshop, Illustrator, QuarkXPress, Pagemaker, and InDesign.
tiff (tif)	(Tagged Information File Format)—The industry-standard, bitmapped file format usable on PC or Macintosh-based software and hardware. Almost every program will recognize and use TIFFs, and they are suitable for low or high resolution output. Color shades may vary.
wmf	(Windows Metafile)—This format allows you to place the logo in all Windows business applications and will print clearly to a non-Postscript printer. Artwork is editable as a vector file and can be resized proportionately. WMF format handles simple artwork best so only one color, black and white, and two color logos without drop shadows have been provided.

Expert User File Formats

File formats have been provide in Adobe Illustrator, Adobe Photoshop, and CorelDRAW. These graphics files can be easily altered by any user of desktop publishing software. Do not alter the logo colors, artwork, or type. The files have been provided so that designers can develop complex publications or abstract type or graphic elements for design uses.

Logo elements such as the Raincross and the logo type may be abstracted for use as secondary design elements. They are not permitted to replace the use of the logo itself and cannot stand alone where the logo is not present.

- ai (Adobe Illustrator) This vector based file can be separated into its component parts and scaled up without resulting loss in quality. It should not be used to create logo uses smaller than the minimum size specified in this guide. This file format can be placed in a layout program such as Adobe InDesign, QuarkXPress, and Publisher or AutoCAD or GIS based software. This file format can also be used to create very large versions of the logo in pixel based programs such as Photoshop.
- psd (Photoshop Document) The pixel based file is essentially like a “photograph” of the logo. Although it is provided at a large size, when it is scaled more than 15% larger, image quality may degrade. This file format can be placed in a layout program such as Adobe InDesign, QuarkXpress, and Publisher.
- cdr (CorelDRAW) This vector based file is used on PC platforms and often by users who have no access to Illustrator. It can be separated into its component parts and scaled up without resulting loss in quality. It should not be used to create logo uses smaller than the minimum size specified in this guide. This file format can be placed in a layout program such as Publisher and AutoCAD or GIS based software.

Key to File Names and Example Uses

cmyk = cyan magenta yellow & black, also called full color or four color; high resolution offset printing; reduce resolution for good quality silkscreen printing on signs (white is also required when substrate is a color other than white); high quality embroidery (five thread colors required, white, 295 (Deep Blue), 123 (Deep Yellow), 131 (Gold Yellow), 1685 (Gold Brown)); reduce resolution for good quality silkscreen printing on textiles (white is also required when fabric is a color other than white)



bw = black & white
high resolution offset printing, most black & white copying, most faxing



bwrev = black & white reverse
high resolution offset printing, most black & white copying, most faxing



bwnews = black & white newspaper
low resolution offset printing, old copiers, old fax machines



bwnewsrev = black & white newspaper reverse
low resolution offset printing, old copiers, old fax machines



1c = one color
high resolution offset printing; reduce resolution for good quality silkscreen printing on signs (white is also required when substrate is a color other than white); high quality embroidery (two thread colors required, 295 plus white); high quality printed textiles (white is also required when fabric is a color other than white)



1crev = one color reverse
high resolution offset printing; reduce resolution for good quality silkscreen printing on signs (white is also required when substrate is a color other than white); reduce resolution for good quality silkscreen printing on textiles (white is also required when fabric is a color other than white)



line= line art
one color line art, use where no screens are permitted, file is set up as 295 but can be printed black. Use for silkscreen, pad printing, etching, embossing, foiling. Examples include signs; engraving; etched glass; specialty products including coffee mugs, glass and metal ware, key chains, jewelry, trophies, simple embroidery (two thread colors required, 295 plus white), printed textiles (white is also required when fabric is a color other than white)



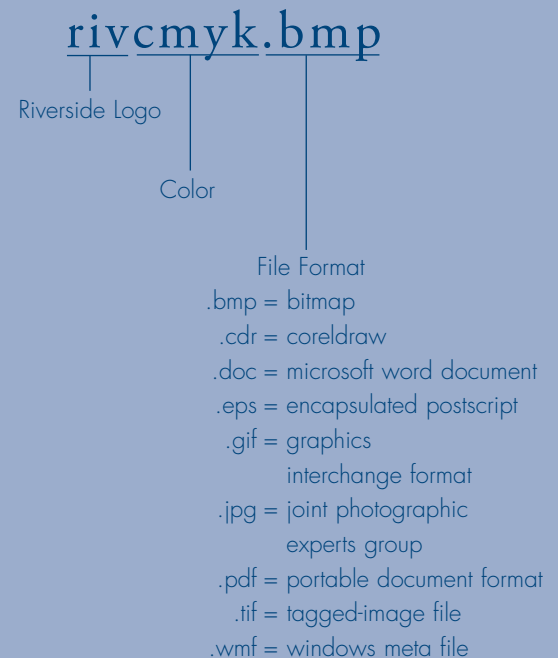
linerev = line art reversed
one color line art, use where no screens are permitted, file is set up as 295 but can be printed black. Use for silkscreen, pad printing, etching, embossing, foiling. Examples include signs; engraving; etched glass; specialty products including coffee mugs, glass and metal ware, key chains, jewelry, trophies, printed textiles (white is also required when fabric is a color other than white)



rgb = red green blue
web use, some photographic applications, electronic communications, video

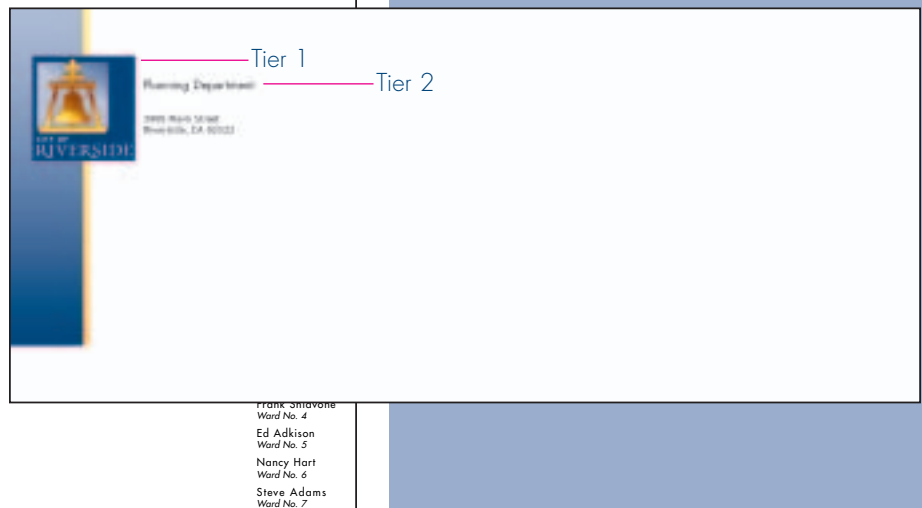
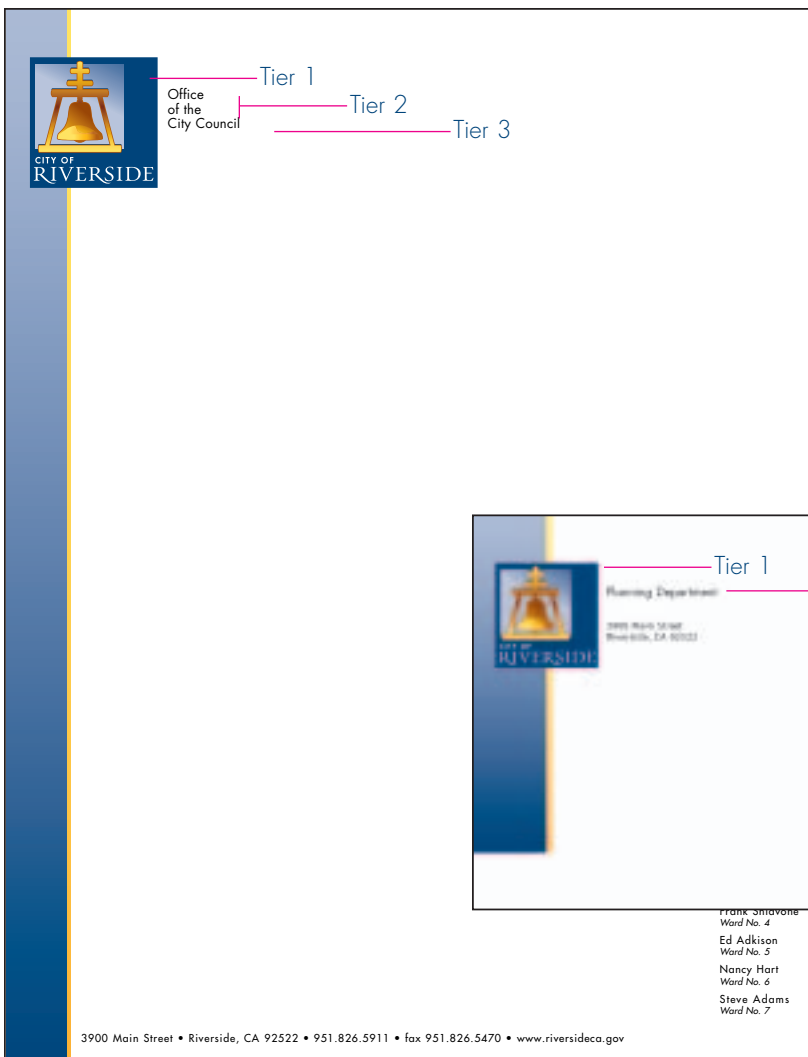


Each part of the computer files created has a meaning. The key below will tell you how to decode the name and find the color and file format you need. Examples of typical uses have also been given under the descriptions on the left. While these examples are wide ranging, they are not inclusive of all possible uses. If you don't see what you need in the list, please consult the Marketing Manager for assistance.



Secondary Logo Placement, Departments, and Divisions

type treatments



Within the City of Riverside, there are several enterprise groups, Departments, and Divisions within the Departments. The following treatments of names and logos on letterhead and business cards provide good examples for how to manage type, logos, and location information. When in doubt, follow the model established for the letterhead.

There are four tiers to describing entities within the City.

Tier 1: The City of Riverside logo

Tier 2: Department or enterprise group name

Tier 3: Division name

Tier 4: Description of a specific function within a division

Departments, and Divisions

tier treatments specs

business card

NAME HERE
Title Here

Tier 2-4: Finance Department
8/8 futura book, 0 tracking, Purchasing Division
Extra line description

000.000.0000 direct
000.000.0000 cell/pager
000.000.0000 fax
name@riversideca.gov

letterhead

Tier 2: Finance
10/11 futura book, +3 tracking, Department
4 pts. of extra space after end of tier 2 line Purchasing Division

Tier 3:
9/10 futura book oblique, 0 tracking

envelope

Tier 2: Finance Department
9/10 futura book, +3 tracking, Purchasing Division
1 pt. of extra space after end of tier 2 line

Tier 3:
8/9 futura book oblique, +3 tracking

3900 Main Street
Riverside, CA 92522

Common specifications for all type:
flush left, 100% black, upper and lower case

Three lines "Only", No other lines will be
added to description